

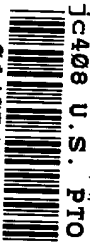
PATENT APPLICATION TRANSMITTAL LETTER

1c503 U.S. PTO  
09/326622



06/07/99

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1c408 U.S. PTO

TO THE COMMISSIONER OF PATENTS AND TRADEMARKS:

Transmitted herewith for filing is the patent application of:

David Mobley

for AIR FRESHENER CARD, METHOD OF USE AND METHOD OF MANUFACTURE

Enclosed are:

- (X) 17 pages of specification and claims.
- (X) Abstract
- (X) 3 sheet(s) of drawings.
- (X) Declaration and Power of Attorney
- (X) Statement to establish small entity status of Inventor under 37 CFR 1.9 and 1.27.
- (X) Information Disclosure Statement
- ( ) Assignment and Assignment Recordation
- (X) A check in the amount of \$ 380.00 to cover the filing fee.
- (X) Any additional filing fees or presentation of extra claim fees may be charged to Deposit Account No. 01-2221.

CLAIMS AS FILED

SMALL ENTITY

OTHER THAN A  
SMALL ENTITY

FOR	# FILED	# EXTRA	RATE	FEE	OR	RATE	FEE
BASIC FEE				\$380.00			\$760.00
TOTAL CLAIMS	17-20	0	x\$ 9=	\$		x\$ 18=	\$
INDEP. CLAIMS	3-3	0	x\$ 39=	\$		x\$ 78=	\$
MULTIPLE DEP. CLAIM PRESENT				x\$135=		x\$270=	\$
				\$380.00		TOTAL	\$

Respectfully submitted,

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Registration No. 34,595

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Docket No. MOB-001

09326622, 060799

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

STATEMENT CLAIMING SMALL ENTITY STATUS

(37 CFR 1.9(f) & 1.27(c)) - SMALL BUSINESS CONCERN

APPLICANT OR PATENTEE: David Mobley

SERIAL OR PATENT NO. : \_\_\_\_\_

FILED OR ISSUED : \_\_\_\_\_

TITLE : AIR FRESHENER CARD, METHOD OF USE AND METHOD OF  
MANUFACTURE

DOCKET NO. : MOB-001

I hereby state that I am:

- X - the owner of the small business concern identified below.  
\_\_\_\_ - an official of the small business concern empowered to act on  
behalf of the concern identified below.

NAME OF SMALL BUSINESS CONCERN : MOBLEY PRODUCTS, INC.

ADDRESS OF SMALL BUSINESS CONCERN: 6430 Wuliger Way, Suite N  
Ft. Worth, TX 76180-6018

I hereby state that the above identified small business concern qualifies as a small business concern as defined in 13 CFR Part 121 for purposes of paying reduced fees to the United States Patent and Trademark Office, in that the number of employees of the concern, including those of its affiliates, does not exceed 500

093663-060799

I hereby state that rights under contract or law have been conveyed to and remain with the small business concern identified above with regard to the invention described in:

- If the rights held by the above identified small business concern are not exclusive, each individual, concern or organization having rights in the invention must file separate verified statements as to their status as small entities, and no rights to the invention are held by any person, other than the inventor, who would not qualify as an independent inventor under 37 CFR 1.9(c) if that person made the invention, or by any concern which would not qualify as a small business concern under 37 CFR 1.9(d) or a nonprofit organization under 37 CFR 1.9(e).

Each person, concern or organization having any rights in the invention is listed below:

X - no such person, concern or organization exists.

\_\_\_ - each such person, concern or organization is listed below.

Separate statements are required from each named person, concern or organization having rights to the invention stating their status as small entities (37 CFR 1.27).

I acknowledge the duty to file, in this application or patent, notification of any change in status resulting in loss of entitlement to small entity status prior to paying, or at the time of paying, the earliest of the issue fee or any maintenance fee due after the date on which status as a small entity is no longer appropriate (37 CFR 1.28(b)).

Name of Person Signing: David Mobley

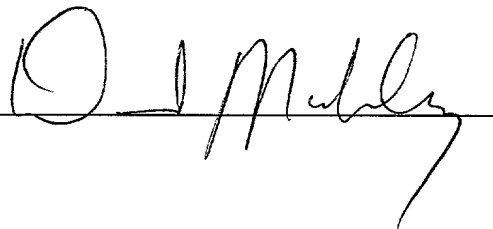
Title of Person if Other than Owner: \_\_\_\_\_

Address of Person Signing: 7925 Kristina Lane

Ft. Worth, TX 76180

Date: June 3, 1999

Signature: \_\_\_\_\_



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MOB-001

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
APPLICATION FOR LETTERS PATENT

INVENTOR: David Mobley

TITLE: AIR FRESHENER CARD, METHOD OF USE  
AND METHOD OF MANUFACTURE

554097-2392660

## BACKGROUND OF THE INVENTION

### 1. Field of the Invention

The invention relates to methods for applying air freshener within an automobile. The invention further relates to air fresheners and a dispensing assembly useful in performing the present method.

### 2. Description of the Prior Art

It has been common practice for many years to apply air freshener, or fragrance, within automobiles at carwashes and detailing centers. The air freshener is generally applied to freshen the smell within the automobile interior and lasts for approximately 1-2 days.

Air freshener is currently applied in liquid form and is generally sprayed under the seat of an automobile.

Unfortunately, many operators applying the liquid air freshener are not very careful and the liquid air freshener often ends up on various undesirable portions of the automobile. For example, the liquid air freshener sometimes ends up on the dashboard of the automobile, where the liquid air freshener interacts with the plastic material of the dashboard to destroy the dashboard.

When this occurs, the damage to the dashboard is irreparable and the only alternative is to replace the entire affected dashboard. The liquid air freshener also is inadvertently sprayed upon other undesirable portions of automobile interiors, necessitating costly repair and/or replacement of the damaged components.

The cost of replacing and repairing automobile interiors damaged by improperly applied liquid air freshener is generally borne by the owner of the carwash or detailing center and/or the manufacturing company for the liquid air freshener. As such, a great incentive exists to obviate the problem.

Training of employees helps in limiting the occurrence of damage to automobile interiors. However, training provides only limited success.

In addition to damaging automobile interiors, the formulation commonly employed with liquid air fresheners disperses the fragrance in an undesirable manner. For example, one known formulation includes approximately 80% by weight water, 10% by weight alcohol, 5-6% by weight surfactant, and 4-5% fragrance oil. The alcohol carrier of the formulation quickly vaporizes after the initial application and creates a very strong, often overwhelming, initial fragrance which rapidly diminishes thereafter.

Some operators may choose to use hanging air freshener hung from the rearview mirror of an automobile. Many people, however, find these air freshener cards distracting and/or unsightly, and choose not to use them within an automobile. In addition, the cost of providing hanging air fresheners is prohibitive when compared with the cost of simply spraying liquid air freshener. Specifically, the wholesale cost of hanging air fresheners is currently approximately \$.50, while a sprayed

liquid air freshener application generally costs the carwash or detailing center less than \$.06.

The use of hanging air fresheners in this manner is also undesirable from a marketing point of view. The fragrance from sprayed liquid air fresheners generally last a day or two, while the fragrance from hanging air freshener generally lasts two to three weeks. If hanging air freshener where used as a replacement for sprayed liquid air freshener, countertop sales of hanging air fresheners would certainly decrease.

As such, a need exists for a convenient and reliable method for discretely applying air freshener to the interior of an automobile. The present invention provides such a method.



## SUMMARY OF THE INVENTION

It is, therefore, an object of the present invention to provide a method for applying air freshener within an automobile. The method includes the steps of retrieving an air freshener card, locating a substantially hidden position within the automobile, and placing the air freshener card at the substantially hidden position.

It is also an object of the present invention to provide a method wherein the substantially hidden position is under a seat of the automobile.

It is another object of the present invention to provide a method wherein the substantially hidden position is under a front seat of the automobile.

It is a further object of the present invention to provide a method wherein the air freshener card is a piece of cardboard impregnated with liquid air freshener such that the liquid fragrance is substantially bound to the cardboard and will not leach therefrom.

It is also an object of the present invention to provide a method for preparing a plurality of air freshener cards. The method is achieved by placing a predetermined number of cards within a container, pouring a predetermined quantity of an air freshener formulation into the container, and sealing the container and allowing the air freshener formulation to saturate the cards.

It is another object of the present invention to provide a method wherein the cards are cardboard.

It is a further object of the present invention to provide a method wherein the air freshener formulation is composed of  
5 fragrance oil and hexylene glycol.

It is also an object of the present invention to provide a method wherein the air freshener formulation is composed of approximately 80-85% fragrance oil and 15-20% hexylene glycol.

It is another object of the present invention to provide a  
10 method wherein approximately 0.026 ounces of air freshener formulation is poured within the container for each card placed within the container.

It is a further object of the present invention to provide a  
15 method wherein approximately 250 cards and 6 ½ ounces of the air freshener formulation are placed within the container prior to sealing.

It is also an object of the present invention to provide an  
20 air freshener card including a substrate of cardboard impregnated with an air freshener formulation composed of fragrance oil and hexylene glycol.

It is another object of the present invention to provide an air freshener card wherein the cardboard is 100 lb. weight cardboard.

Other objects and advantages of the present invention will  
25 become apparent from the following detailed description when

viewed in conjunction with the accompanying drawings, which set forth certain embodiments of the invention.

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### BRIEF DESCRIPTION OF THE DRAWINGS

Figure 1 is a flowchart of the steps taken in accordance with the present invention.

5 Figure 2 is a side view of an automobile with an air freshener card placed under the car seat in accordance with the present invention.

Figure 3 is a perspective view of the container used in accordance with the present invention.

## DESCRIPTION OF THE PREFERRED EMBODIMENTS

The detailed embodiment of the present invention is disclosed herein. It should be understood, however, that the disclosed embodiment is merely exemplary of the invention, which  
5 may be embodied in various forms. Therefore, the details disclosed herein are not to be interpreted as limited, but merely as the basis for the claims and as a basis for teaching one skilled in the art how to make and/or use the invention.

With reference to Figures 1 and 2, the steps associated with  
10 the present method for applying air freshener within an automobile 12 are disclosed. In accordance with the invention, a non-liquid air freshener card 10 is applied within an automobile. The present method allows operators of carwashes and automobile  
15 detailing shops to apply air fresheners within an automobile 12 without worrying that the applied air freshener will cause damage to the interior of the automobile 12.

The operator first retrieves an air freshener card 10. The card 10 is preferably a piece of cardboard impregnated with liquid air freshener such that the liquid fragrance is  
20 substantially bound to the cardboard and will not leach therefrom. In accordance with the present invention the air freshener formulation is composed of approximately 80-85% fragrance oil and 15-20% hexylene glycol. The air freshener formulation is saturated in a cardboard substrate in a manner  
25 discussed below in greater detail. As those skilled in the art

will also appreciate, the present invention is not limited to specific air freshener fragrances, and a wide variety of fragrances may be used without departing from the spirit of the present invention.

5           The cardboard is preferably 100 lb. weight performance blotter manufactured by Crown Vantage, although other materials may be used without departing from the spirit of the invention. The cardboard is preferably cut into approximately 2" square cards, although other size squares may be used without departing  
10           from the spirit of the present invention.

          The combination of the air freshener formulation and the cardboard provide an ideal uniform release of the fragrance over the period of 3 to 4 days. As those skilled in the art will readily appreciate, variations in the formulation and cardboard  
15           may be made to suit specific applications without departing from the spirit.

          The air freshener formulation is ideally suited for application to the cardboard employed in accordance with the preferred embodiment of the present invention. The cards are  
20           impregnated by placing a plurality of cards within a container 16, pouring a predetermined quantity of the air freshener formulation into the container 16 and closing the container for approximately 1 day. During this time, the cards absorbed the  
25           air freshener formulation and are ready for use.

In accordance with the preferred embodiment of the present invention, approximately 250 cards are placed within the container 16 and 6 ½ ounces of the air freshener formulation is poured into the container. The container 16 is then sealed and allowed to sit for a predetermined period of time, for example, 1 day. During this time, the air freshener evenly distributes itself amongst the cards to produce 250 uniformly saturated air freshener cards. The impregnated cards 10 may be shipped for use within the same container 16 and no further processing is required.

Once an air freshener card 10 is retrieved, the operator locates a substantially hidden position within the automobile 12. In accordance with the preferred embodiment of the present invention, the best location is under 13 the front seat 14 of the automobile 12. Positioning the air freshener card under the seat of an automobile 12 is considered ideal in accordance with the present invention. Specifically, by placing the air freshener card 10 under the seat 14, the air freshener card 10 is completely out of sight and substantially hidden from small children. In addition, the operator of the carwash or detailing center need not enter the automobile 12 to place the air freshener card 10 in position.

The air freshener card 10 is then placed at the substantially hidden position, and the process is complete. As discussed above, because liquid air freshener is not sprayed in

accordance with the present invention, there is no fear that the air freshener will be inadvertently sprayed upon an interior surface of an automobile not compatible with the air freshener. In addition, the air freshener card 10 is hidden and, therefore,  
5 not visible or distracting to the owner of the automobile.

Retrieval, manufacture and shipping of the air freshener cards 10 used in accordance with the present invention is facilitated by providing an air freshener card dispensing container 16 as shown in Figure 3. The container is  
10 substantially airtight and includes an access opening 18 providing access to an interior cavity 20 of the container 16. The access opening 18 is selectively sealed by a screw on cover 22 shaped and dimensioned to selectively seal the access opening 18. While a screw on cover is disclosed in accordance with the  
15 preferred embodiment of the present invention, the cap may be sealed in a variety of ways, for example, flip top cap or snap on cap, without departing from the spirit of the present invention. A plurality of air freshener cards 10 are stored within the container 16 for ready retrieval by the operator of the carwash  
20 or detailing center.

While the preferred embodiments have been shown and described, it will be understood that there is no intent to limit the invention by such disclosure, but rather, is intended to





## CLAIMS

1. A method for applying air freshener within an automobile, comprising:
  - retrieving an air freshener card;
  - locating a substantially hidden position within the automobile; and
  - placing the air freshener card at the substantially hidden position.
2. The method according to claim 1, wherein the substantially hidden position is under a seat of the automobile.
3. The method according to claim 1, wherein the substantially hidden position is under a front seat of the automobile.
4. The method according to claim 1, wherein the air freshener card is a piece of cardboard impregnated with liquid air freshener such that the liquid fragrance is substantially bound to the cardboard and will not leach therefrom.

5. A method for preparing a plurality of air freshener cards, comprising:

placing a predetermined number of cards within a container;  
pouring a predetermined quantity of an air freshener formulation into the container; and

sealing the container and allowing the air freshener formulation to saturate the cards.

6. The method according to claim 5, wherein the cards are cardboard.

7. The method according to claim 5, wherein the air freshener formulation is composed of fragrance oil and hexylene glycol.

8. The method according to claim 7, wherein the air freshener formulation is composed of approximately 80-85% fragrance oil and 15-20% hexylene glycol.

9. The method according to claim 8, wherein approximately 0.026 ounces of air freshener formulation is poured within the container for each card placed within the container.

10. The method according to claim 9, wherein approximately 250 cards and 6 ½ ounces of the air freshener formulation are placed within the container prior to sealing.

11. An air freshener card, comprising:

a substrate of cardboard impregnated with an air freshener formulation composed of fragrance oil and hexylene glycol.

12. The air freshener card according to claim 11, wherein the air freshener formulation is composed of approximately 80-85% fragrance oil and 15-20% hexylene glycol.

13. The air freshener card according to claim 12, wherein the cardboard is 100 lb. weight cardboard.

14. The air freshener card according to claim 11, wherein the cardboard is 100 lb. weight cardboard.

15. The air freshener card according to 11, wherein each card is impregnated with approximately 0.026 ounces of the air freshener formulation.

16. The air freshener card according to claim 15, wherein the air freshener formulation is composed of approximately 80-85% fragrance oil and 15-20% hexylene glycol.

17. The air freshener card according to claim 16, wherein the cardboard is 100 lb. weight cardboard.

ABSTRACT OF THE DISCLOSURE

A method for applying air freshener within an automobile is disclosed. The method includes the steps of retrieving an air freshener card, locating a substantially hidden position within the automobile, and placing the air freshener card at the substantially hidden position. An air freshener card and method for making the same is also disclosed.

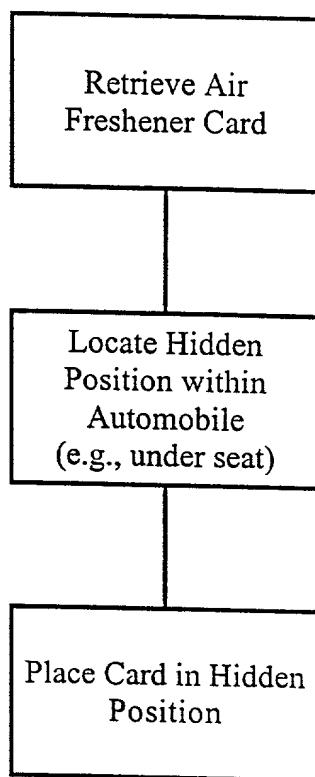


FIG. 1

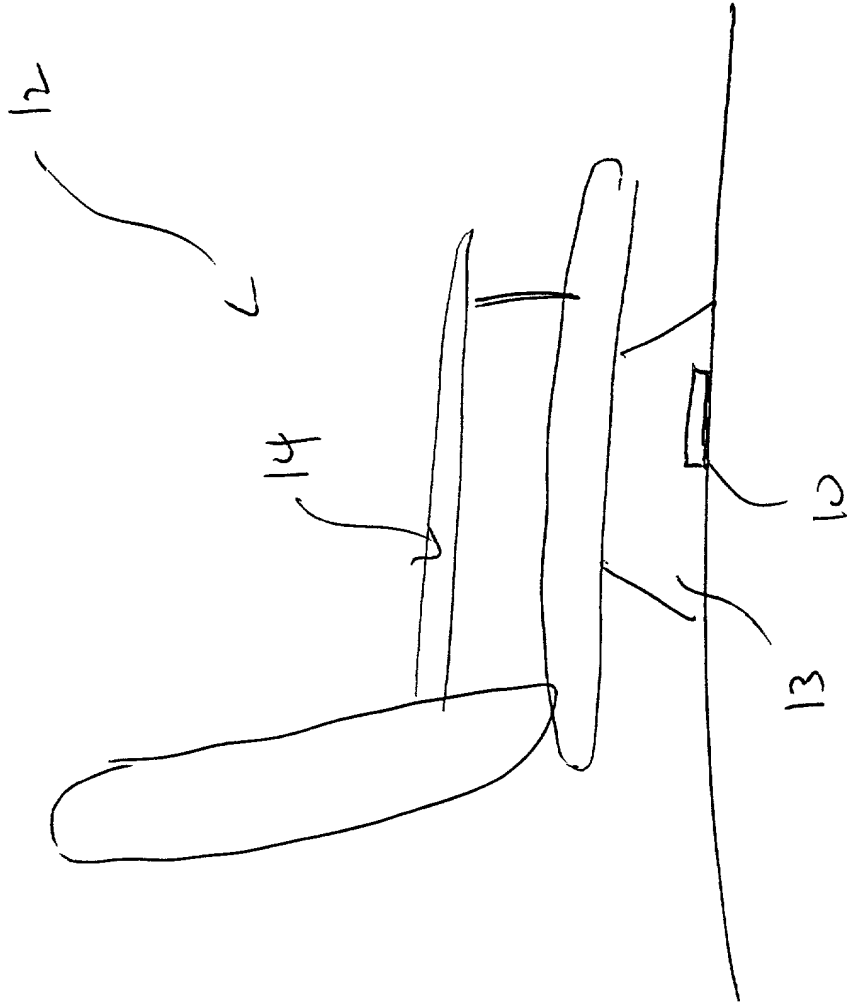


Figure 2



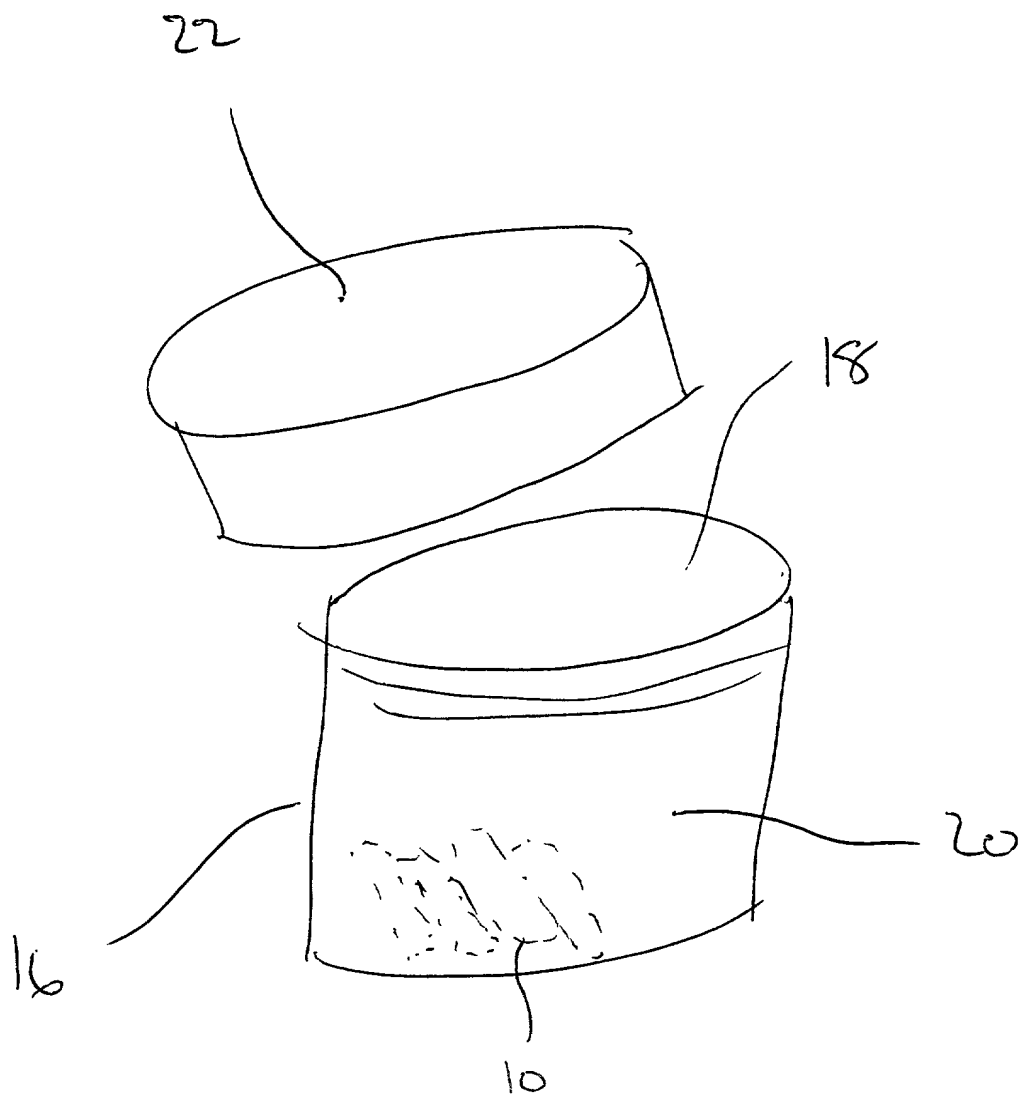


Figure 3

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

DECLARATION FOR PATENT APPLICATION

INVENTOR(S): David Mobley

TITLE : AIR FRESHENER CARD, METHOD OF USE AND  
METHOD OF MANUFACTURE

DOCKET NO. : MOB-001

TO THE HONORABLE COMMISSIONER OF PATENTS AND TRADEMARKS:

As a below named inventor, I hereby declare that:

This declaration is of the following type: (check one applicable item below)

☒ original  
☐ design  
☐ supplemental

NOTE: If the declaration is for an International Application being filed as a divisional, continuation or continuation-in-part application do not check next item; check appropriate one of last three items.

☐ national stage of PCT

NOTE: If one of the following 3 items apply then complete and also attach ADDED PAGES FOR DIVISIONAL, CONTINUATION OR CIP.

☐ divisional  
☐ continuation  
☐ continuation-in-part (CIP)

My residence, post office address and citizenship are as stated below next to my name.

I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled

AIR FRESHENER CARD, METHOD OF USE AND METHOD OF MANUFACTURE, the specification of which is attached hereto unless the following is checked:

\_\_\_\_ - was filed on \_\_\_\_\_ as United States Application Number or PCT International Application Number \_\_\_\_\_, and was amended on \_\_\_\_\_ (if applicable).

I hereby state that I have reviewed and understand the contents of the above-identified specification, including the claims, as amended by any amendment referred to above.

I acknowledge the duty to disclose information which is material to patentability as defined in Title 37, Code of Federal Regulations, § 1.56.

I hereby claim foreign priority benefits under Title 35, United States Code, § 119(a)-(d) or 265(b) of any foreign application(s) for patent or inventor's certificate or 365(a) of any PCT international application which designates at least one country other than the United States of America, listed below and have also identified below any foreign application for patents or inventor's certificate, or of any PCT international application having a filing date before that of the application on which priority is claimed.

Prior Foreign Applications:

Priority Claimed:

\_\_\_\_\_  
(Number)

\_\_\_\_\_  
(Country)

\_\_\_\_\_  
(Day/Month/Year Filed)

\_\_\_\_\_  
Yes

\_\_\_\_\_  
No

662090-2299660

I hereby claim the benefit under 35 U.S.C. 119(e) of any United States provisional application(s) listed below.

(Application No.)	(Filing Date)	(Status - patented, pending, abandoned)
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I hereby claim the benefit under Title 35, United States Code, § 120 of any United States application(s), or 365(c) of any PCT international application designating the United States of America, listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States or PCT International application in the manner provided by the first paragraph of Title 35, United States Code, § 112, I acknowledge the duty to disclose information which is material to patentability as defined in Title 37, Code of Federal Regulations, § 1.56 which became available between the filing date of the prior application and the National or PCT international filing date of this application.

(Application No.)	(Filing Date)	(Status - patented, pending, abandoned)
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(Application No.)	(Filing Date)	(Status - patented, pending, abandoned)
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As the inventor, I hereby appoint the following attorney(s) and/or agent(s) of AQUILINO & WELSH, P.C. to prosecute this application and transact all business in the U.S. Patent and Trademark Office connected therewith. Name and registration number are listed below.

NICHOLAS J. AQUILINO	24,527
JOHN L. WELSH	33,621
HOWARD N. FLAXMAN	34,595

Please send correspondence to:

**Howard N. Flaxman**

2341 Jefferson Davis Hwy.

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Arlington, Virginia 22202

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**Howard N. Flaxman**

(703) 920-1122

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

Full name of sole or first inventor:

David Mobley

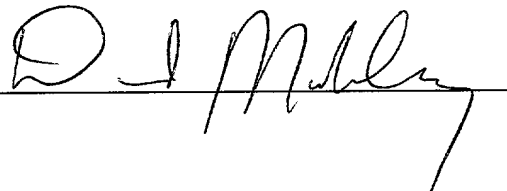
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Ft. Worth, TX 76180

Date: June 3, 1999

Signature: 

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